

True file
JSK
HILL AND KNOWLTON, INC.

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INFORMATIONAL MEMORANDUM

August 2, 1960

Subjects: (1) FORTUNE Magazine Article
(2) New Book's Chapter on Cigarettes
(3) Group Testing "Cigarette Withdrawal" Experiment

1. FORTUNE magazine has assigned Francis Bello, a member of the Board of Editors, to write a story, scheduled for the November issue, that will go into the matter of tobacco and health.

Some indications of the approach can be seen from the fact that Mr. Bello and his research associate have already talked with Drs. Hammond, Horn, Wynder, Levin and Katz (chairman of the Heart Association subcommittee on smoking). At last report they were also planning to see Drs. Dorn and Shimkin in Washington.

Mr. Bello and his assistant had a full session with Dr. Robert C. Hockett of the Tobacco Industry Research Committee. In addition, considerable scientific material has been provided them.

Mr. Bello is particularly impressed by statistical studies and the recent American Heart Association statement citing statistics was of interest to him. In an article on heart disease in the September 1958 issue of FORTUNE, Mr. Bello devoted considerable attention not only to the statistics associating cigarettes with heart disease but also to the position of the Public Health Service on smoking and lung cancer.

2. A new book entitled THE HEALTH HUCKSTERS by Ralph Lee Smith is being published by Thomas Y. Crowell & Company in October.

Most of the book is devoted to discussion of vitamins, dentifrices, drugs, food fads, cosmetics and the like. Chapter 8 of the book is now entitled "Hucksters in the Saddle -- The Cigarette Ads." Our information is that while the health situation is discussed some, the author claims he has pointed out that there is only a statistical link with cancer. The text of the chapter has not been seen.

3. The Christopher D. Smithers Foundation, Inc. is undertaking a "cigarette withdrawal" experiment and is seeking volunteers.

The experiment will be based on using the kit and regimen proposed by Dr. Arthur King in the Doubleday book, THE CIGARETTE HABIT, and will use drugs prepared by the Canright Corporation of California.

Our information is that the Smithers Foundation is headed up by Arthur Cain, who is a psychologist who has been active in alcohol addiction and who is also the "Arthur King" who wrote the book, so there is apparently a direct tie between the experiment sponsored by the Foundation and the book.

Information is that a number of trials with women smokers are underway in the New York City area.

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cc: Tobacco Institute and TIRC Members
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